



## World Food Moscow

- WHO:** U.S. food and beverage/seafood/fresh fruit producer or exporter
- WHAT:** **The USA Pavilion at World Food Moscow** -- The largest international show and conference for local importers, wholesalers, retailers, and food processors
- WHEN:** September 26-29, 2006
- WHERE:** Expocenter -- Moscow, Russia
- WHY:** This **USDA-endorsed event** offers an excellent opportunity to introduce U.S. food products in Russia, one of the world's fastest growing food retail markets. Last year, this 4-day show drew 1,100 exhibitors from 51 countries and attracted more than 50,000 importers, wholesalers, retailers, and processors from all parts of Russia and from many neighboring countries.

### THE MARKET:

- Five consecutive years of strong economic growth – GDP up 6.0 percent in 2005
- Russia's 143 million consumers are looking for new, high-quality food products
- Russia is the world's fastest developing food retailer market with 30-35 percent annual growth. Its retail turnover is estimated at \$89 billion. Russian, as well as international retailers such as Metro, Auchan, and Spar, are growing quickly.
- Russia's imports of intermediate, consumer-oriented, and seafood products from the United States totaled \$900 million in 2005 with 30 percent annual growth. Russia's overall food imports were up 16 percent in 2005 to well over \$12 billion.

### BEST PRODUCT PROSPECTS (as identified by the U.S. Agricultural Trade Office in Moscow):

Snacks, fresh fruit (apples, pears, grapes, grapefruits), dried fruit (raisins, prunes), dried nuts (almonds, pistachios), exotic juices (for retail and further processing), wines, fish and seafood, dried beans and lentils, wild and specialty varieties of rice, popcorn, confectionery and food ingredients, prepared/canned foods and vegetables, and microwaveable foods.

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PLEASE JOIN US IN THE USA PAVILION AT WORLD FOOD 2006!